

Message Text

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PAGE 01 STATE 211570
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INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

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STATE/EB/OTEX/JREILLY
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-----066343 211636Z /47

R 211558Z AUG 78
FM SECSTATE WASHDC
TO AMEMBASSY QUITO
INFO AMCONSUL GUAYAQUIL

UNCLAS STATE 211570

E.O. 11652:N/A

TAGS: BEXP, EC

SUBJECT: WCAG - SECOND AND THIRD QUARTER 1978 CCP REVIEW

REF: A) QUITO 2446; B) QUITO 4916

1. WCAG REVIEW WAS HELD AUG. 7TH AND POST IS COMPLIMENTED ON TIMELY SUBMISSION OF BOTH SECOND AND THIRD QUARTER CCAG MEETING REPORTS, AND ESPECIALLY FOR THE EFFICIENT HANDLING OF GREATLY INCREASED WORKLOAD IN FACE OF E/C STAFF PROBLEMS.

2. REFTTEL A, PARA 2; REFTTEL B, PARA 3: THE MARKET RESEARCH ON FOOD PROCESSING AND PACKAGING MACHINERY AND EQUIPMENT, IS MEANT TO BE USED FOR TWO UPCOMING PROMOTIONS.

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FIRST, A V/CE IN MAY '79 FOR WHICH FULL MARKET RESEARCH IS NOT REQUIRED, HOWEVER, IF YOU WILL PROVIDE THE BASIC MATERIAL BY OCT. '78 FOR USE WITH V/CE, THEN WE CAN ACCEPT AN UPDATE FOR USE IN THE SECOND PROMOTION, I.E., A SPECIALIZED TRADE MISSION IN SEPT. '80, WHICH WILL BE DUE BY OCT. 1979.

3. SAME REFS AS ABOVE: THE UPDATE OF MARKET RESEARCH ON AGRICULTURAL MACHINERY AND EQUIPMENT, IS MEANT FOR USE WITH A CATALOG EXHIBIT IN JUNE 1980. IN THE EVENT POST'S E/C STAFFING PROBLEMS PERSIST, WE COULD ACCEPT DELAY OF THE UP-

DATE UNTIL JULY 1979.

4. WCAG HAS INDICATED SUPPORT FOR POST'S FORMAL REQUEST FOR A SECOND COMMERCIAL ASSISTANT (LOCAL) POSITION FOR QUITO, AND, AFTER MEETING, INQUIRED INTO STATUS. WE NOW UNDERSTAND THAT FSL POSITION HAS JUST BEEN APPROVED, WHICH SHOULD HELP REMEDY YOUR SITUATION, AND THAT POST WILL BE NOTIFIED IN NEXT TEN DAYS TO TWO WEEKS.

5. WCAG WAS PLEASED TO HEAR THAT CO ROJAS WILL TAKE LEAD IN ORGANIZING POST'S PARTICIPATION IN 1979 GUAYAQUIL FAIR. WITH INCREASED AWARENESS AMONG U.S. BUSINESSMEN OF SALES OPPORTUNITIES IN ECUADOR, INTEREST SHOULD BE HIGH. USDOC HAS NO INFORMATION RE COST, INSIDE AND OUTSIDE SPACE AVAILABILITY, PAYMENT CONDITIONS, AND EXTENT OF POST'S INTEREST/INVOLVEMENT, ETC., SO PLEASE PROVIDE USDOC ALL INFORMATION FOR USE IN ANSWERING INQUIRES OF INTERESTED U.S. FIRMS.

6. IF CCAG IS CONSIDERING ORGANIZING U.S. PAVILION,

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WCAG NOTES THIS EFFORT REQUIRES CONSIDERABLE SUPPORT FROM QUITO IN THE FORM OF PROCUREMENT, PUBLICITY, TDY ASSISTANCE TO GUAYAQUIL, AND SUPPORT FROM HIGHEST LEVEL EMBASSY QUITO. THE DRAIN ON POST'S RESOURCES IN THE LAST U.S. PAVILION RESULTED IN DELAYED COMMERCIAL REPORTING, MARKET RESEARCH, WTDR, ADS WORK, ETC. THESE PROBLEMS SHOULD BE TAKEN INTO CONSIDERATION IN REACHING YOUR DECISION AS TO EXTENT OF POST'S PARTICIPATION. CHRISTOPHER

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